

IN THE CLAIMS

Please amend claims 1, 3-11, 13, 14, and 17 and add new claims 20-24 as follows:

1. (CURRENTLY AMENDED) A method of providing a video program in response to a demand by a subscriber, wherein the video program is repeatedly transmitted on one of a plurality of channels by a headend, each repeated transmission separated from a previous transmission by a predetermined period of time, the method comprising the steps of:
inserting a trigger into the video program at a predetermined transition point;
delivering a first ~~unencrypted~~ portion of ~~at least the~~ one video program available for viewing on demand;
storing the first ~~unencrypted~~ portion of the ~~at least one~~ video program as unencrypted data on a ~~Digital Video Recorder (DVR)~~;
offering the video program for purchase by the subscriber;
accepting a subscriber demand to purchase the complete video program;
retrieving the stored first ~~unencrypted~~ portion of the at least one video program from the DVR after accepting a subscriber demand to purchase the complete video program;
authorizing capture and decryption of a remaining portion of purchased video program from the headend;
switching from the stored first unencrypted portion of the at least one video program to the remaining portion of the purchased video program at a time indicated by the trigger.
2. (ORIGINAL) The method as claimed in claim 1 wherein said step of delivering a portion of at least one video program further comprises delivering a portion of at least one video program on a hidden channel.
3. (CURRENTLY AMENDED) The method as claimed in claim 1 wherein ~~said step of authorizing capture and decryption of a remaining portion of the purchased video program further comprises~~ the remaining portion ~~containing~~ comprises less than all of the program and including at least the portion not stored in the first portion.

4. (CURRENTLY AMENDED) The method as claimed in claim 1 wherein said step of switching from the stored first unencrypted portion of the at least one video program to the remaining portion of the video program further comprises switching to the remaining portion at one of a plurality of predetermined transition points determined by the trigger.

5. (CURRENTLY AMENDED) A method of purchasing a program on demand comprising the steps of:

sending receiving a first unencrypted portion of the program for purchase from a headend to a subscriber's digital video recorder;

storing the received first unencrypted portion of the at least one program for later purchase on the a subscriber's digital video recorder;

offering at least one the program for purchase;

selecting the at least one program for purchase;

retrieving the stored first unencrypted portion of the selected at least one program for purchase from the subscriber's digital video recorder for viewing by the subscriber;

sending receiving at least the a remaining portion of the selected at least one program from the headend to the digital video recorder;

authorizing storage and viewing of the program by the subscriber's digital video recorder according to a subscription service level of the selected at least one program;

if the storage of the program is authorized, splicing the first unencrypted portion of the selected program with the remaining portion of the selected video program to form a complete program;

storing the complete program on the digital video recorder for a predetermined period of time.

6. (CURRENTLY AMENDED) The method as claimed in claim 5 wherein the step of sending receiving the a first unencrypted portion of a program for purchase further comprises sending receiving the first unencrypted portion of a the program for purchase over a channel that is hidden to the subscriber but recognized by the digital video recorder.

7. (CURRENTLY AMENDED) The method as claimed in claim 6 wherein the step of ~~sending a~~ receiving the first unencrypted portion of ~~a the~~ program ~~for purchase~~ further comprises ~~sending receiving~~ information about the program in addition to the first unencrypted portion.

8. (CURRENTLY AMENDED) The method as claimed in claim 7 wherein the information in addition to the first unencrypted portion further comprises information selected from the group comprising promotional video, additional description about the program and program reviews.

9. (CURRENTLY AMENDED) The method as claimed in claim 8 further comprising the step of offering a free preview of a program from the stored first unencrypted portion ~~of the at least one program.~~

10. (CURRENTLY AMENDED) The method as claimed in claim 6 wherein said step of splicing the first unencrypted portion of the selected program with the remaining portion of the selected video program to form ~~a the~~ complete program ~~further~~ comprises the steps of:

inserting triggers at predetermined transition points in the remaining portion of the selected program;

delivering the inserted triggers with the program;

identifying the inserted triggers at the digital video recorder for switching from the stored first unencrypted portion of the program to the remaining portion of the program.

11. (CURRENTLY AMENDED) The method as claimed in claim 10 wherein the triggers are delivered with the video program.

12. (ORIGINAL) The method as claimed in claim 10 wherein the triggers are included with a service's metadata.

13. (CURRENTLY AMENDED) An apparatus configured to provide a program in response to a subscriber demand comprising:

a digital video recorder being an integrated receiver/decoder having digital video recording capabilities, the digital video recorder comprising:

a first unencrypted portion of ~~at least one~~ a program stored on the digital video recorder;

means for accepting an offer to purchase the ~~at least one~~ program;

means for retrieving the first unencrypted portion from storage on the digital video recorder while retrieving a remaining portion of the program ~~from a headend on the digital video recorder;~~

means for authorizing decryption of the remaining portion of the program;

means for splicing the first unencrypted portion of the ~~at least one~~ program with the remaining portion of the ~~at least one~~ program to define a complete program;

means for storing the complete program stored on the digital video recorder.

14. (CURRENTLY AMENDED) The apparatus as claimed in claim 13 wherein the offer to purchase ~~at least one~~ the program further comprises a program guide stored on the ~~at least one~~ digital video recorder.

15. (ORIGINAL) The apparatus as claimed in claim 14 further comprising a channel hidden from the program guide but known by the digital video recorder for sending the first unencrypted portion to the digital video recorder for storage thereon.

16. (ORIGINAL) The apparatus as claimed in claim 13 wherein the means for splicing the first unencrypted portion with the remaining portion further comprises triggers inserted into the remaining portion at predetermined transition points for identification by the digital video recorder as a point of transition between the first unencrypted portion and the remaining portion.

17. (CURRENTLY AMENDED) The apparatus of claim 13, wherein ~~the~~ at least a portion of the program is repeatedly transmitted on one of a plurality of channels, each repeated transmission separated from a previous transmission by a predetermined period of time.

18. (PREVIOUSLY PRESENTED) The apparatus of claim 17, wherein the at least a portion of the program consists of the remaining portion of the program.

19. (PREVIOUSLY PRESENTED) The apparatus of claim 17, wherein the at least a portion of the program comprises the entire program.

20. (NEW) The method of claim 1, wherein the trigger is included in a vertical blanking interval of the video program.

21. (NEW) The method of claim 1, wherein the video program is associated with services metadata and the trigger is included with the services metadata.

22. (NEW) The method of claim 1, wherein the DVR determines when to store the first unencrypted program of the at least one video program based on received metadata.

23. (NEW) The method of claim 1, wherein the first portion of the at least one video program is unencrypted.

24. (NEW) The method of claim 1, wherein the delivered first portion of the at least one video program is encrypted and includes conditional access metadata and the method further comprises the steps of:

determining if reception of the first portion is authorized according to a subscription service level;

if reception of the first portion is authorized, determining if decryption of the received first portion is authorized based on received conditional access metadata including an entitlement control message;

if decryption of the received first portion is authorized, decrypting the first portion of the at least one video program before storage on the DVR.